



Welcome

BMIH4009 Marketing Essentials

Week Two





Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Before we start.....



This is a full-time university course as such the university definitions of engagement and decorum apply as per the university code of conduct

Please ensure you arrive by 2pm and have arranged to be here until 5pm for each lecture

Mobile phones

If you ever have any queries at all please reach out on n.brailsford@uwtsd.ac.uk

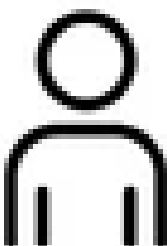
Let's make this module an enjoyable one, so attend, engage and participate 😊



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Register



ATTENDANCE			
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Recap of last week....



- What is Marketing?
- The Marketing Institutions
- Role of Marketing in Organisations
- Past Marketing Essentials
- Modern day Marketing



- A key shift in philosophy!



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Today's Lecture



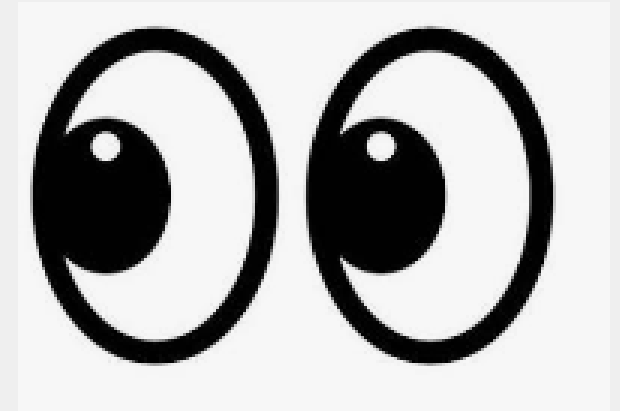
this week

- The senses to start
- Introducing Philip Kotler
- Customer behaviour , expectations and motivations
- Customer needs versus wants
- The hotel customer journey
- Maslow's hierarchy of needs



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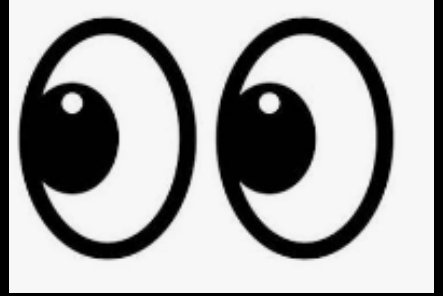
A Senses to start.....





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Do You Recognise this place?



Extra point if you
can
sing me the song!

Key Takeaway....



Strong brands, experiences and events create memorable associations through sight, sound and even smell

Customers often recognise brands before any words are used



Introducing

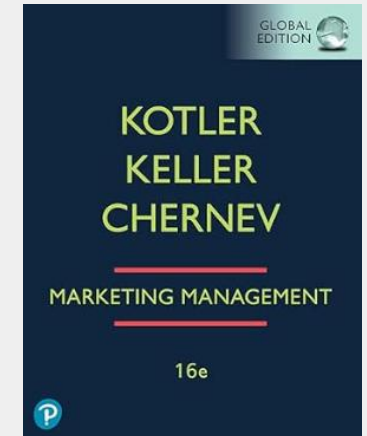


Philip Kotler

The Father of Modern Marketing



Known globally as the
"father of modern marketing"
and for authoring *Marketing Management*, the
world's most widely used marketing textbook



Kotler's Marketing Concept



Kotler's Marketing Concept is based on the idea that organisations achieve success by identifying, understanding and satisfying customer needs better than their competitors.

In hospitality, this means hotels should not simply sell accommodation; they should provide memorable experiences that meet guest expectations.

Understanding Guest needs and wants



**Hotels must research and
understand what
different customer groups value**

Examples

- Business travellers may prioritise Wi-Fi, meeting spaces and efficient check-in.
- Families may want larger rooms, children's activities and family-friendly dining.
- Luxury guests may seek personalised service and exclusive experiences.

Customer-Centered Service Delivery



**Every aspect of the guest experience
should be designed around
customer satisfaction**

Examples

- **Fast online booking systems**
- **Mobile check-in and digital room keys**
- **Personalised room preferences**
- **Flexible check-out times**

Creating Value Beyond the Room



**Hotels are not just selling
a bed for the night**

They are selling

- **Comfort**
- **Relaxation**
- **Convenience**
- **Safety**
- **Status**
- **Memorable experiences**

Building Long Term Relationships



**Kotler emphasises customer retention
as well as acquisition**

Hotels achieve this through:

- **Loyalty programmes**
- **Personalised communications**
- **Excellent customer service**
- **Follow-up feedback requests**

Differentiating from Competitors



**Hotels must offer something unique that
customers value**

Possible differentiators include:

- **Sustainability initiatives**
- **Unique location**
- **Exceptional customer service**
- **Spa and wellness facilities**
- **Themed experiences**

EMS Students

Education Membership Scheme



Free student membership is available to those studying at University of Wales Trinity Saint David.

The IoH is in partnership with University of Wales Trinity Saint David through our Education Membership Scheme (EMS).

Become a student member and get:

- Affiliate membership status
- Instant credibility on your CV
- Access to our specialist resources and librarian
- Event invitations and networking opportunities
- Access to our mentoring scheme
- Student discounts on leading retail and leisure brands

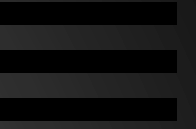
To register:

Simply visit www.instituteofhospitality.org/student

Enter username **230098419** and Password **commitment**



Scan to register



Thank you!

Do you have any questions?

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